

## Lee County North Carolina Strategic Action Plan (September 2013)

VISION		
Lee County is known as the CENTER OF PROSPERITY  INVEST in the LEE COUNTY VISION		
<b>Economic Positioning</b>	Leveraging where we are—In the center of North Carolina; close to the Triangle, the Triad, and Fort Bragg	
Economic Leadership	A County-led plan; demonstrating collaboration through public-private partnerships throughout Lee County	
Economic Delivery	Delivering service through best practices and continuous measurement; involving both private leadership and resources	
Work Force	Building on our commitment to align our educational assets with the needs of industry	
Manufacturing	Enhancing our manufacturing tradition; maximizing our manufacturing assets	
Diversifying our Economic Focus	<ul> <li>Focusing on fast-growing industries</li> <li>Maximizing our agricultural assets</li> <li>Attracting tourism</li> <li>Exploring our energy assets</li> <li>Building an entrepreneur ecosystem</li> </ul>	
<b>Community Support</b>	Engaging Sanford, Broadway, and rural communities in our combined success stories	

LEADERSHIP Goal 1: Provide clear economic leadership.	THE LEE COUNTY STORY  Goal 2: Tell the Lee County story better.
<ul> <li>Strategies</li> <li>Establish disciplines and routines to implement/deploy this plan.</li> <li>Establish systems to engage and collaborate with the private sector.</li> <li>Support a new structure to deliver economic development services.</li> <li>Create a culture of learning and best practices for economic development.</li> </ul>	<ul> <li>Strategies</li> <li>Develop a marketing/branding initiative with a written plan.</li> <li>Align the marketing message internally.</li> <li>Develop a program for internal storytelling for citizens and local influencers.</li> <li>Promote the County's assets.</li> <li>Leverage the marketing efforts of partners.</li> </ul>
PRODUCT DEVELOPMENT Goal 3: Improve the Lee County product.	ECONOMIC DEVELOPMENT TRANSACTION/STRUCTURE Goal 4: Reinvent economic development delivery.
Strategies  Maintain and enhance existing assets.  Continuously monitor and improve the business climate.  Improve the demonstrated skills of the workforce.  Improve educational attainment rates.  Increase work experience opportunities for students.	Strategies  Develop a public-private system with shared responsibilities and costs.  Create collaborative approaches.  Create structures to build cohesion.  Develop a single economic development and Web portal for clients.



### Lee County North Carolina Strategic Action Plan (September 2013)

# TARGETED GROWTH & ECONOMIC DIVERSIFICATION Goal 5: Promote diversified economic growth.

#### Strategies

- Expand existing industry support.
- Explore the County's energy assets.
- Maximize the impact of the agricultural sector.
- Engage County leadership with industry.
- Create a targeted visitor attraction effort.
- Expand workforce-existing business partnerships.
- Develop a Lee County Entrepreneur Ecosystem.
- Attract higher-end residential options.

#### CONTINUOUS MEASUREMENT

Goal 6: Evaluate, select, and apply clear metrics to gauge success.

#### **Strategies**

- Develop a comprehensive "dashboard" for county website.
- Hold an annual "state-of-the-county" economic summit.
- Create expectations and measure success against expectations.
- Purchase and use impact software.
- Develop social media to inform citizens.
- Work with partners in education and law enforcement to develop projects with a clear Return on Investment (ROI).

